

# **Internet Marketing of Organically Grown Wyoming Gourmet Garlic**

**Location of Project:** Powell, Wyoming (Western Region)

**Purpose:** The overall purpose of this project was to promote the sale of gourmet garlic and to provide information for residents in the Big Horn Basin community of Wyoming that were interested in forming a garlic growers association.

**Accomplishments:** A website, [www.wygourmetgarlic.com](http://www.wygourmetgarlic.com), was created by Heart Mountain Gourmet Garlic Farm and associates. The Internet presence allowed two local growers to connect with wholesalers, who purchased all of the hardneck gourmet garlic that was produced by these farmers. Consequently, these farmers found that they were able to make more money through Internet sales than through their standard direct sales outlets, such as retail grocery stores, restaurants, farmers markets, and roadside produce stands. Because of their success with the Internet site, they were inspired to consider expanding their businesses.

**Lessons Learned:** During the process of building the website, the growers involved in the project learned that having a website presence was mandatory, rather than optional. The credibility of a business is increasingly being judged by having a website that provides instant access to sales, product use information, and effective e-mail communication. The website allowed Heart Mountain Gourmet Garlic Farm to communicate with necessary information customers economically and efficiently.

**Conclusion:** Internet marketing has become a valuable marketing tool for growers of organically grown Wyoming gourmet garlic. The response to the website was very favorable throughout the first year. Because of its success, plans were initiated by the end of the project to sell gourmet garlic powder, special garlic spice mixtures, and gift baskets. Special educational seminars were also being planned to provide farmers and local consumers with guided tours and information about local garlic growing operations.